

ABSTRACT OF THE DISCLOSURE

To utilize fish catch microdata obtained on a daily basis at fishing grounds for fresh fish, and to rapidly and accurately transmit the fish catch information to the various consumer markets via a computer communications network, so as to promote distribution and commercial transactions that rapidly adjust to changes in supply and demand, and so as to rationalize and stabilize the market price of fresh fish, while preventing a decline in the degree of freshness of the fish. Having fisheries input to a server fish catch microdata via a computer communications network, converting this data to a database and storing it on a server, so that when a fishery, distributor, consumer, or the like seek fresh fish information, they are asked to input to the server the selection conditions for the desired information via a computer communications network, and the fresh fish information conforming to these conditions is read from said database, and transmitted to the party desiring the fresh fish information.